

DISPLAY APPARATUS

ABSTRACT OF THE DISCLOSURE

[034] A display apparatus comprises of at least two stationary rotating units,
5 which are parallel and spaced apart from each other and housed in a rigid frame with at
least one opening formed as a viewing window. A flexible web is wrapped around these
two rotating units, forming at least one moving viewing plane in the opening of the rigid
housing. There are at least one line of light emitting elements arranged parallel to the
rotating units and travels constantly through the display opening. A control unit inside the
10 housing provides power, display data and control signal to the light emitting elements on
the moving web; A communication unit provides the necessary link between the control
unit and the moving web so that power, display data and control signal can be passed on
to the light emitting elements causing them to display either text, or video image on the
moving web, which can be viewed through the opening of the housing, thus creates a
15 single-face display apparatus.